

FEMP'S STRATEGIC COMMUNICATIONS APPROACH

***Development of a Process to Design and
Implement a FEMP-Wide Plan***

Federal Energy Management Advisory Committee

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GOALS

- **Respond** more effectively to quick response tasks
- **Expand** FEMP's database of Federal customers and stakeholders
- **Create** mutually beneficial NGO partnerships
- **Develop** targeted communications plan using specific communications vehicles
- **Measure** impact of FEMP's activities on Federal customers and stakeholders

PROCESS – PHASE I

- Federal agency organizational “profiles” to [link energy to agency missions](#)
 - Examined 18 Federal agencies
 - Prepared database of key decision makers
 - Prepared database of facility contacts and coordinators nationwide

PROCESS – PHASE I

- Non-governmental “profiles” to *identify partnership opportunities*
 - Examined over 150 NGOs
 - Identified energy and environmental program activities
 - Prepared database of key contacts

PROCESS – PHASE I

- Media “profiles” to *identify new information dissemination networks*
 - Examined almost 400 media outlets
 - Identified outlets covering National Energy Plan and other energy/environmental issues
 - Prepared database for electronic and traditional mailings to: newspapers, industry/trade publications, NGO journals and newsletters, business magazines, wire services, and NGO web sites

PROCESS – PHASE I

Created “Master Planning Calendar” - includes information on EERE-sponsored activities:

- **Outreach campaigns and related events**
- **Meetings and Events (e.g., Energy 2002)**
- **Training, Education, and Technical Assistance**
- **Publications**

PROCESS – PHASE I

Master Planning Calendar

- **Serves as in-house management tool**
- **Updated monthly – listed on FEMP website**
- **Sorted by date, sponsor, region**
- **Hyperlinked to activity-related web sites**

PHASE II

Recommended next steps:

- **Develop** project- and program-specific communications plans
- **Coordinate** Federal energy management activities with other EERE program offices
- **Access** other EERE office contacts/mailing lists
- **Establish** “formalized” NGO partnerships based on OIT approach